

NEW MEXICO JUDICIAL BRANCH

AOC Public Information Officer (At-Will)

This job description is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions performed.

SUMMARY

Under general direction of the Administrative Office of the Courts Director, is responsible for professional work planning and direction of the New Mexico Judicial Branch information program, including communication with the Legislative and Executive Branches of government. Serves as primary liaison for communications with the Legislature and the Governor's Office; collaborates with a wide range of individuals in the development and implementation of plans for effectively sharing information with the legal community, general public, legislative, and executive leadership.

QUALIFICATIONS

Education: Bachelor's degree from an accredited university in journalism, mass media communications, public relations, advertising, marketing, public administration or a related field.

Education Substitution: None.

Experience: Seven (7) years of progressively responsible experience in public information, marketing, mass media, and public relations in public or private industry and two (2) years of progressively responsible professional, administrative or management experience.

Experience Substitution: Additional relevant education may substitute for experience at a rate of thirty (30) semester hours equals one year of experience.

Other: Must possess a valid New Mexico driver's license and satisfactory driving record, and must also be able to respond to call back duty after normal working hours, and on weekends and holidays.

Knowledge: Requires advanced knowledge of organizational structures of courts and government, and general local government functions, issues and operations; methods, techniques and practices of public and media resources and relations; applicable federal, state and local laws, regulations and court decisions; principles and practices of effective management.

Skill & Ability: Skill in presenting information and communicating clearly, logically and calmly both orally and in writing in a variety of public and private settings as well as during times of crisis; conceptualizing, developing, and implementing major media campaigns, marketing programs, and various special projects, conducting research, compiling and analyzing information, and preparing clear, concise reports, press releases, informational and educational materials; organizing and providing

training; utilizing proper grammar, sentence structure and punctuation; exercising tact and diplomacy in dealing with highly charged situations. **Ability** to work independently and take responsibility for actions taken; establish and maintain positive and effective working relationships with a variety of people including AOC personnel, elected officials, other municipal representatives, media and press representatives, customers and the public; operate audio, visual, and other technological equipment designed to capture images and information; operate standard office equipment including a personal computer with moderate to advanced capabilities in software applications; write policies and procedures for media relations by courts and court personnel at all levels.

EXAMPLES OF WORK PERFORMED

Develop, coordinate and implement public relations, public information and public education activities; establish and maintain positive, effective operating relationships with a variety of stakeholders including media representatives, public officials and public agency representatives, special interest groups, and the public; direct and implement the development and implementation of a comprehensive public information plan; provide strategies for dealing with difficult issues publically and for garnering positive press attention; serve as liaison between the Supreme Court, Administrative Office of the Courts and other Judicial Entities, and other public agencies; respond to media inquiries by gathering information; complete special assignments in support of the Administrative Office of the Courts and the New Mexico Supreme Court; plan, research, prepare and disseminate public information, news releases, public service announcements, and promotional and educational materials; represent the Administrative Office of the Courts and the New Mexico Supreme Court, and make presentations in a variety of settings including public meetings, legislative meetings, classrooms, public events, and community groups; confer with court administrators, judges and public education committee's to determine the public education needs; implement budgets for assigned projects; plan, coordinate and conduct community events; respond to emergency incidents as needed; serve as spokesperson to the press, public, and other public agency representatives; coordinate with local, state and federal Public Information Officers as needed; serve as representative and as liaison to other public agencies; work with the Bar Association to provide workshops and round table discussions for the media about courts statewide; update and maintain the Judicial Branch web-site; develop general informational materials such as the Annual Report, Strategic Plan and Newsletter; attend Board meetings; prepare and present reports and commendations; take photographs; develop and maintain a historical record of significant events, activities and issues; and other work as assigned.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

Essential functions are representative of the work environment and physical demands an employee may expect to encounter in performing tasks assigned to this job.

Extensive statewide travel required. Work is performed in an office or court setting or outside. The employee may be exposed to unpleasant, hostile, or violent situations that arise when dealing with individuals involved in court cases. The employee may be exposed to disturbing court exhibits. May

be exposed to bodily fluids. The employee may be required to lift, move, and carry up to thirty (30) pounds. Overtime and/or flexible work hours is required. May be exposed to fluctuating building and outdoor temperatures.

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